

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Jamestown Associates-Princeton, NJ
5 Mapleton Rd, Suite 300
Princeton, NJ 08540

<u>Contract / Revision</u> 795040 /		<u>Alt Order #</u> 06227699
<u>Product</u> REPUBLIC JEWISH COALIT		
<u>Contract Dates</u> 09/19/12 - 10/14/12		<u>Estimate #</u>
<u>Advertiser</u> Republican Jewish Coalition		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	WOIO	10/01/12	10/12/12	Action News at 5a	5-6a		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$225.00			
	Week:	10/08/12	10/14/12	MTWTF--				1	\$225.00			
E 2	WOIO	10/01/12	10/12/12	Action News at 6a	6-7a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				1	\$300.00			
	Week:	10/08/12	10/14/12	MTWTF--				1	\$300.00			
E 3	WOIO	10/01/12	10/02/12	The Early Show	7-9a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MT-----				4	\$250.00			
E 4	WOIO	10/01/12	10/12/12	Action News at Noon	12-1230p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$800.00			
	Week:	10/08/12	10/14/12	MTWTF--				1	\$800.00			
E 5	WOIO	10/01/12	10/12/12	Action News at 4p	4-5p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$750.00			
	Week:	10/08/12	10/14/12	MTWTF--				1	\$750.00			
E 6	WOIO	10/01/12	10/12/12	Action News at 5p	5-530p		:30			NM	4	\$3,096.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$774.00			
	Week:	10/08/12	10/14/12	MTWTF--				1	\$774.00			
E 7	WOIO	10/01/12	10/12/12	Action News at 6p	6-630p		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$900.00			
	Week:	10/08/12	10/14/12	MTWTF--				1	\$900.00			
E 8	WOIO	10/01/12	10/03/12	CBS Evening News	630-7P		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	M-----				1	\$3,000.00			
E 9	WOIO	10/01/12	10/01/12	M-F 7-730p	7-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	M-----				1	\$3,000.00			

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<u>Contract Dates</u> 09/19/12 - 10/14/12		<u>Product</u> REPUB JEWISH COALIT
<u>Advertiser</u> Republican Jewish Coalit		<u>Estimate #</u>
		<u>Original Date / Revision</u> 10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
E 10	WOIO	10/01/12	10/02/12	M-F 730-8p	730-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MT-----				1	\$3,500.00			
E 11	WOIO	10/01/12	10/12/12	Action News at 11p	11-1135p		:30			NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$1,400.00			
Week:		10/08/12	10/14/12	MTWTF--				1	\$1,400.00			
E 12	WOIO	09/22/12	09/29/12	Sat Early Show	9-11a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2-				2	\$300.00			
Week:		09/24/12	09/30/12	-----2-				2	\$300.00			
E 13	WOIO	09/23/12	09/30/12	CBS Sunday Morning	9-1030a		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$750.00			
Week:		09/24/12	09/30/12	-----2				2	\$750.00			
E 14	WOIO	09/30/12	09/30/12	11p-1135p	11p-1135p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,200.00			
15	WOIO	09/19/12	09/21/12	Action News at 5a	5-6a		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				5	\$225.00			
16	WOIO	09/24/12	09/28/12	Action News at 5a	5-6a		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--TF--				5	\$225.00			
17	WOIO	09/19/12	09/21/12	Action News at 6a	6-7a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				5	\$300.00			
18	WOIO	09/24/12	09/28/12	Action News at 6a	6-7a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--TF--				3	\$300.00			
19	WOIO	09/19/12	09/21/12	The Early Show	7-9a		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				10	\$250.00			
20	WOIO	09/24/12	09/28/12	The Early Show	7-9a		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--TF--				10	\$250.00			
21	WOIO	09/19/12	09/21/12	Action News at Noon	12-1230p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				5	\$800.00			
22	WOIO	09/24/12	09/28/12	Action News at Noon	12-1230p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--TF--				5	\$800.00			
23	WOIO	09/19/12	09/21/12	Action News at 4p	4-5p		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				5	\$750.00			
24	WOIO	09/24/12	09/28/12	Action News at 4p	4-5p		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M--TF--				5	\$750.00			
25	WOIO	09/19/12	09/21/12	5-530p	5-530p		:30			NM	5	\$3,870.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12	-- WTF--					5	\$774.00			
26	WOIO	09/24/12	09/28/12	5-530p	5-530p		:30			NM	5	\$3,870.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	M--TF--					5	\$774.00			
27	WOIO	09/19/12	09/21/12	Action News at 6p	6-630p		:30			NM	5	\$4,500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12	-- WTF--					5	\$900.00			
28	WOIO	09/24/12	09/28/12	Action News at 6p	6-630p		:30			NM	5	\$4,500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	M--TF--					5	\$900.00			
29	WOIO	09/19/12	09/21/12	CBS Evening News	630-7P		:30			NM	2	\$6,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12	--W-F--					2	\$3,000.00			
30	WOIO	09/24/12	09/28/12	CBS Evening News	630-7P		:30			NM	2	\$6,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	M--F--					2	\$3,000.00			
31	WOIO	09/24/12	09/28/12	M-F 7-730p	7-730p		:30			NM	3	\$9,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	M--TF--					3	\$3,000.00			
32	WOIO	09/24/12	09/28/12	M-F 730-8p	730-8p		:30			NM	2	\$7,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	M--TF--					2	\$3,500.00			
33	WOIO	09/19/12	09/21/12	Action News at 11p	11-1135p		:30			NM	5	\$7,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12	-- WTF--					5	\$1,400.00			
34	WOIO	09/24/12	09/28/12	Action News at 11p	11-1135p		:30			NM	5	\$7,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	M--TF--					5	\$1,400.00			
35	WOIO	09/23/12	09/23/12	Su Action News at 11p	1130p-1230a		:30			NM	1	\$1,200.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12	-----1					1	\$1,200.00			
D 36	WOIO	10/07/12	10/07/12	Su Action News at 11p	1130p-1230a		:30			NM	0	\$0.00
N 37	WOIO	10/03/12	10/05/12	The Early Show	7-9a		:30			NM	2	\$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/01/12		10/07/12	-- WTF--					2	\$250.00			
N 38	WOIO	10/08/12	10/12/12	The Early Show	7-9a		:30			NM	4	\$1,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/08/12		10/14/12	MTWTF--					4	\$250.00			
D 39	WOIO	10/07/12	10/07/12	Su Action News at 11p	1130p-1230a		:30			NM	0	\$0.00
D 40	WOIO	10/14/12	10/14/12	Su Action News at 11p	11p-1135p		:30			NM	0	\$0.00
N 41	WOIO	10/07/12	10/07/12	Su Action News at 11p	1130p-1230a		:30			NM	1	\$1,200.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/01/12		10/07/12	-----1					1	\$1,200.00			
N 42	WOIO	10/14/12	10/14/12	Su Action News at 11p	11p-1135p		:30			NM	1	\$1,200.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/08/12		10/14/12	-----1					1	\$1,200.00			
Totals											148	\$124,886.00

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<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
08/27/12 - 09/30/12		107		\$90,490.00		\$76,916.50						
10/01/12 - 10/14/12		41		\$34,396.00		\$29,236.60						
Totals		148		\$124,886.00		\$106,153.10						

Signature: _____ **Date:** _____

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